IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Isaac Bentolila, et al.

Title: System and Method for Behavioral Model Clustering in Television

              Usage Targeted Advertising Via Model Clustering and Preference

              Programming Based on Behavioral Model Clusters

Serial No.:   10/043,698

Filed: January 9, 2002

Art Unit: 2424
Examiner: Sheleheda, James
Customer #   24498

LOSS OF SMALL ENTITY STATUS UNDER 37 C.F.R. 1.27(g)(2)

Commissioner for Patents
Alexandria, Virginia 22313-1450

Sir:

The Applicants requests the loss of a small entity status. The Applicants'
representative has the proper authority to claim this status and sign this paper
under 37 C.F.R. 1.33(b).

Please charge any additional fees owed in connection with this change, the issue
fee, and any matter related to this application to Deposit Account 07-0832.

                                        Sincerely,

                                        /Joel M. Fogelson/
                                        Joel M. Fogelson
                                        Reg. No. 43,613

April 15, 2011